

shown on the map facing this page. It is believed that more than 90% of downtown Smithfield sales are made to people who live in these two trade areas. The combination of these areas includes most of Johnston County; all of it except portions of Cleveland, Clayton, Wilders, and O'Neal Townships. This is a far larger area than would be expected simply on the basis of downtown Smithfield's size in relation to the sizes of competitive shopping districts and the distances to these competitive districts. For example, downtown Raleigh is only about 27 miles from Smithfield. Clayton is not much further from Raleigh (15 miles) than it is from Smithfield (12 miles). If Smithfield and Raleigh offered the same depth and variety of merchandise in their respective stores, Clayton residents would tend to go to Smithfield to shop since it is a few minutes closer. But Raleigh does, of course, have far more to offer the shopper than Smithfield because of the much larger size and variety of stores located there. This is not to say that nobody comes from Clayton to Smithfield to shop; we know that this is not true. But we are including such people among the 10% or less who come from beyond the limits drawn on the map.

Reilly's Law, a commonly used mathematical formulation of the interrelationship of distance from and size of competitive shopping facilities, would indicate that the Smithfield trade area only extends about $5\frac{1}{2}$ miles along U.S. 70 toward Raleigh, while we believe that it extends about 10 miles in that direction. There are similar situations to the north-east and the east of Smithfield, where the trade area extends roughly half-way to the much larger retailing complexes in Wilson and Goldsboro. The reasons for this disproportionate attraction to Smithfield are difficult to analyze, because they are intangible matters like tradition and loyalty and the appropriateness of a retailing facility to the tastes of